

ORDER



Orders
Order / Rev: 187289
Alt Order #:
Product Desc: Priorities USA Action
Estimate: 1789
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 10/22/12 / 10/22/12
Order Type: GENERAL

KMGH

Primary AE: David Lombardo
Sales Office: EWSDC
Sales Region: NAT

Agency
Name: Mundy Katowitz Media
Buying Contact:
Billing Contact:
 1322 G. Street SE
 Washington, DC 20003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Issue/Priorities USA Action
Demographic: A25-54
Product Codes: PL23-Issue/Prop
Priority: P2
Revenue Codes: POL, POL, ISS

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 10/01/12 | 10/28/12 | 28 | \$30,900.00 | \$26,265.00 |
| 10/29/12 | 10/29/12 | 5 | \$3,950.00 | \$3,357.50 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| October 2012 | 28 | \$30,900.00 | \$26,265.00 | 0.00 |
| November 2012 | 5 | \$3,950.00 | \$3,357.50 | 0.00 |
| Totals | 33 | \$34,850.00 | \$29,622.50 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| David Lombardo | | | Start Of Order - End Of Order | 100% |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|------|-------------------|-----------------|---------------------------|-------|-------------------|---------|------|-------|-------------|-----|---------------|------|-------|------------|
| N 1 | KMGH | 10/24/12 | 10/24/12 | 7News at 530AM | CA | 530AM-6AM | --W---- | 1:00 | 1 | \$1,200.00 | P3 | 0.00 | NM | 1 | \$1,200.00 |
| | | | | 7News at 530AM | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/23/12 | 10/29/12 | --W---- | | 1 | | | | \$1,200.00 | | 0.00 | | | |
| N 2 | KMGH | 10/25/12 | 10/25/12 | 6-7A News M-F/KMGH | CA | 6A-7A | ---T--- | 1:00 | 1 | \$1,500.00 | P3 | 0.00 | NM | 1 | \$1,500.00 |
| | | | | 6-7A News | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/23/12 | 10/29/12 | ---T--- | | 1 | | | | \$1,500.00 | | 0.00 | | | |
| N 3 | KMGH | 10/23/12 | 10/29/12 | GMA M-F 7-9A / KMGH | CA | 7A-9A | 11-1--- | 1:00 | 3 | \$1,700.00 | P3 | 0.00 | NM | 3 | \$5,100.00 |
| | | | | GMA M-F 7-9A | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/23/12 | 10/29/12 | 11-1--- | | 3 | | | | \$1,700.00 | | 0.00 | | | |
| N 4 | KMGH | 10/23/12 | 10/25/12 | 9a-930a Right This Minute | CA | 9a-930a | -1-1--- | 1:00 | 2 | \$1,000.00 | P2 | 0.00 | NM | 2 | \$2,000.00 |
| | | | | 9a-930a Right This Minute | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/23/12 | 10/29/12 | -1-1--- | | 2 | | | | \$1,000.00 | | 0.00 | | | |
| N 5 | KMGH | 10/23/12 | 10/25/12 | 930a-10 Right This Minute | CA | 930a-10a | -1-1--- | 1:00 | 2 | \$1,000.00 | P2 | 0.00 | NM | 2 | \$2,000.00 |
| | | | | 930a-10 Right This Minute | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/23/12 | 10/29/12 | -1-1--- | | 2 | | | | \$1,000.00 | | 0.00 | | | |
| N 6 | KMGH | 10/23/12 | 10/25/12 | 11A-12P News/KMGH | CA | 11A-12P | -1-1--- | 1:00 | 2 | \$1,600.00 | P1 | 0.00 | NM | 2 | \$3,200.00 |
| | | | | 11A-12P News | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |

Order / Rev: 187289
Alt Order #:
Flight Dates: 10/23/12 - 10/29/12

Advertiser: Issue/Priorities USA Action
Product Desc: Priorities USA Action
Estimate: 1789
KMGH

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|--|-------|----------------|---------------|------|-------------------|-------------|-----|---------------|------|-------|------------|
| N 6 | KMGH | 10/23/12 | 10/25/12 | 11A-12P News/KMGH 11A-12P News | CA | 11A-12P | - 1- 1- - - | 1:00 | 2 | \$1,600.00 | P1 | 0.00 | NM | 2 | \$3,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/23/12 | 10/29/12 | - 1- 1- - - | | | | | 2 | \$1,600.00 | | 0.00 | | | |
| N 7 | KMGH | 10/26/12 | 10/26/12 | M-F 2-230pm M-F 2-230pm | CA | 2-230pm | - - - - F - - | 1:00 | 1 | \$1,000.00 | P2 | 0.00 | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/23/12 | 10/29/12 | - - - - F - - | | | | | 1 | \$1,000.00 | | 0.00 | | | |
| N 8 | KMGH | 10/29/12 | 10/29/12 | M-F 230-3pm M-F 230-3pm | CA | 230-3p | M- - - - - | 1:00 | 1 | \$1,000.00 | P2 | 0.00 | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/23/12 | 10/29/12 | M- - - - - | | | | | 1 | \$1,000.00 | | 0.00 | | | |
| N 9 | KMGH | 10/24/12 | 10/24/12 | Katie M-F 3-4pm M-F 3-4pm | CA | 3-4pm | - - W - - - - | 1:00 | 1 | \$1,600.00 | P2 | 0.00 | NM | 1 | \$1,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/23/12 | 10/29/12 | - - W - - - - | | | | | 1 | \$1,600.00 | | 0.00 | | | |
| N 10 | KMGH | 10/23/12 | 10/23/12 | 5-530P News M-F/KMGH 5-530P News | CA | 5P-530P | - T - - - - - | 1:00 | 1 | \$2,800.00 | P2 | 0.00 | NM | 1 | \$2,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/23/12 | 10/29/12 | - T - - - - - | | | | | 1 | \$2,800.00 | | 0.00 | | | |
| N 11 | KMGH | 10/24/12 | 10/29/12 | Jimmy Kimmel Jimmy Kimmel | CA | 11:03P-12:07A | 1- 1- - - - | 1:00 | 2 | \$800.00 | P2 | 0.00 | NM | 2 | \$1,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/23/12 | 10/29/12 | 1- 1- - - - | | | | | 2 | \$800.00 | | 0.00 | | | |
| N 12 | KMGH | 10/23/12 | 10/29/12 | M-F 12:07A (M-F) M-F 1207AM (M-F) | CA | 12:07A-12:37A | 1 1- - - - - | 1:00 | 2 | \$300.00 | P2 | 0.00 | NM | 2 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/23/12 | 10/29/12 | 1 1- - - - - | | | | | 2 | \$300.00 | | 0.00 | | | |
| N 13 | KMGH | 10/24/12 | 10/26/12 | M-F 'Til Death 'Til Death | CA | 1237A-107A | - - 1- 1- - - | 1:00 | 2 | \$300.00 | P1 | 0.00 | NM | 2 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/23/12 | 10/29/12 | - - 1- 1- - - | | | | | 2 | \$300.00 | | 0.00 | | | |
| N 14 | KMGH | 10/24/12 | 10/29/12 | 430-5A News M-F/KMGH 7News at 430am | CA | 430A-5A | 1- 1- - - - | 1:00 | 2 | \$150.00 | P2 | 0.00 | NM | 2 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/23/12 | 10/29/12 | 1- 1- - - - | | | | | 2 | \$150.00 | | 0.00 | | | |
| N 15 | KMGH | 10/27/12 | 10/27/12 | ABC GMA SAT GMA SAT | CA | Sat GMA 6A-7A | - - - - - S- | 1:00 | 1 | \$600.00 | P2 | 0.00 | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/23/12 | 10/29/12 | - - - - - S- | | | | | 1 | \$600.00 | | 0.00 | | | |
| N 16 | KMGH | 10/27/12 | 10/27/12 | 7-9a Sat Morning News 7-9a Sat Morning News | CA | 7A-9A | - - - - - S- | 1:00 | 1 | \$1,300.00 | P2 | 0.00 | NM | 1 | \$1,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/23/12 | 10/29/12 | - - - - - S- | | | | | 1 | \$1,300.00 | | 0.00 | | | |
| N 17 | KMGH | 10/27/12 | 10/27/12 | 5-6p News Saturday 5pm News Saturday | CA | 5P-6p | - - - - - S- | 1:00 | 1 | \$1,300.00 | P2 | 0.00 | NM | 1 | \$1,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/23/12 | 10/29/12 | - - - - - S- | | | | | 1 | \$1,300.00 | | 0.00 | | | |
| N 18 | KMGH | 10/27/12 | 10/27/12 | 10P NEWS - SAT 10P NEWS (SAT) | CA | 10P-1037P | - - - - - S- | 1:00 | 1 | \$2,000.00 | P2 | 0.00 | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/23/12 | 10/29/12 | - - - - - S- | | | | | 1 | \$2,000.00 | | 0.00 | | | |
| N 19 | KMGH | 10/27/12 | 10/27/12 | SAT LF 1207A SAT LF 1207A | CA | 1207A-107A | - - - - - S- | 1:00 | 1 | \$150.00 | P1 | 0.00 | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/23/12 | 10/29/12 | - - - - - S- | | | | | 1 | \$150.00 | | 0.00 | | | |
| N 20 | KMGH | 10/28/12 | 10/28/12 | ABC GMA SUN GMA SUN | CA | Sun GMA 6A-7A | - - - - - S | 1:00 | 1 | \$600.00 | P1 | 0.00 | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |

Order / Rev: 187289
 Alt Order #:
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Issue/Priorities USA Action
 Product Desc: Priorities USA Action
 Estimate: 1789

KMGH

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--------|-------|-------------------|-----------------|--|-------|-------------------|--------|------|-------|-------------|-----|---------------|------|-------|-------------|
| N20 | KMGH | 10/28/12 | 10/28/12 | ABC GMA SUN GMA SUN | CA | Sun GMA 6A-7A | -----S | 1:00 | 1 | \$600.00 | P1 | 0.00 | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/23/12 | 10/29/12 | -----S | | 1 | | | | \$600.00 | | 0.00 | | | |
| N21 | KMGH | 10/28/12 | 10/28/12 | 7A-8A SUN MORN NEWS 7A-8A SUN MORN NEWS | CA | 7A-8A | -----S | 1:00 | 1 | \$700.00 | P3 | 0.00 | NM | 1 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/23/12 | 10/29/12 | -----S | | 1 | | | | \$700.00 | | 0.00 | | | |
| N22 | KMGH | 10/28/12 | 10/28/12 | 9A-10A SUN MORN NEWS 9A-10A SUN MORN NEWS | CA | 9A-10A | -----S | 1:00 | 1 | \$1,400.00 | P2 | 0.00 | NM | 1 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/23/12 | 10/29/12 | -----S | | 1 | | | | \$1,400.00 | | 0.00 | | | |
| N23 | KMGH | 10/28/12 | 10/28/12 | SUN 4PM 4PM - SUN | CA | 4P-430P | -----S | 1:00 | 1 | \$600.00 | P1 | 0.00 | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/23/12 | 10/29/12 | -----S | | 1 | | | | \$600.00 | | 0.00 | | | |
| N24 | KMGH | 10/28/12 | 10/28/12 | 5pm News Sunday 5pm News Sun Local News | CA | 5P-6P | -----S | 1:00 | 1 | \$1,700.00 | P2 | 0.00 | NM | 1 | \$1,700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/23/12 | 10/29/12 | -----S | | 1 | | | | \$1,700.00 | | 0.00 | | | |
| Totals | | | | | | | | | | | | | | 33 | \$34,850.00 |